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Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 10317 261918Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
----------128632 261930Z /50
P 261838Z MAY 78
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC PRIORITY 6843
INFO USDOC WASHDC PRIORITY
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMCONSUL ANTWERP

UNCLAS BRUSSELS 10317

E.O.: 11652, N/A
TAGS: BEXP, BE
SUBJ: FY 1980 FRANCE/BENELUX (NONOIMC, PARIS) PROMOTION EVENT SCHEDULE

REF: STATE 130046

1. REFTEL DOES NOT RPT NOT MENTION PLANNED IMC CLASS 1 PARTICIPATION IN COMPEC IN BRUSSELS CENTER ROGIER IN MAY, 1980. DISCREPANCIES IN REFTEL ARE ADDRESSED IN PARAGRAPHS 2, 3 AND 4 BELOW.

2. REFTE L PARA 4 (E): THE GARAGE EXHIBITION IS BIENNIAL AND WILL BE HELD IN MARCH 1979 AND 1981 BUT NOT RPT NOT IN 1980.
3. REFTEL PARA 4 (F): THE INTERNATIONAL HARBOR CONGRESS IN ANTWERP IS HELD ONLY EVERY FOUR YEARS. THE NEXT ONE WILL BE IN 1982.

4. REFTEL PARA 4 (G): NEITHER HOSPITAL/MEDICAL EQUIPMENT NOR THE HOSPITAL EQUIPMENT FAIR IS MENTIONED IN OUR PROPOSED FY 1980 CCP. PARTICIPATION IN THIS FAIR WOULD
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REQUIRE REDRAFTING/REVISION OF THE CCP.

5. IN VIEW OF THE ABOVE, AND OF THE PROGRAMMED LOSS OF ONE COMMERCIAL OFFICER, WE PROPOSE THE FOLLOWING PROMOTION EVENT SCHEDULE FOR FY 1980:

(A) USDOC CATALOG/B.I.O., INTERELECTRONIC, BRUSSELS-HEYSEL,

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NOVEMBER 1979 (EXACT DATES NOT YET SET) - ELECTRONIC COM-
PONENTS, EIPT EQUIPMENT.

(B) USDOC CATALOG/B.I.O., FURNITURE SHOW, BRUSSELS-HEYSEL,
NOVEMBER 8-12, 1979.

(C) USDOC CATALOG/B.I.O., EUROCLIMA- BRUSSELS-HEYSEL,
FEBRUARY, 1980 (EXACT DATES HAVE NOT YET BEEN SET) -
HVAC EQUIPMENT.

(D) USDOC CATALOG/B.I.O., INSTRURAMA, BRUSSELS-HEYSEL,
MAY 31 - JUNE 2, 1980 - PROCESS CONTROL INSTRUMENTA-
TION.

(E) IMC, PARIS, CLASS 1 PARTICIPATION, COMPEC EUROPE,
BRUSSELS-CENTRE ROGIER, MAY, 1980 (EXACT DATES NOT YET
SET) - COMPUTERS.

(F) USDOC CATALOG/B.I.O., INDUSELEC, BRUSSELS-CENTRE
ROGIER, SEPTEMBER, 1980 (EXACT DATES NOT YET SET) -
INDUSTRIAL ELECTRICAL AND ELECTRONIC EQUIPMENT. THIS
IS A BIENNIAL SHOW, ORGANIZED BY SOGESTOR, NORMALLY
LASTING FIVE DAYS AND OPEN ONLY TO PROFESSIONALS.

(G) AS AN ALTERNATE TO (F) INDUSELEC - USDOC CATALOG/
B.I.O., BUREAU-MECANOGRAPHIE, BRUSSELS-HEYSEL, SEPTEMBER,
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1980 (EXACT DATES NOT YET SET) - BUSINESS EQUIPMENT AND
SYSTEMS. WE PREFER INDUSELEC TO BUREAU-MECANOGRAPHIE
PRIMARILY BECAUSE WE BELIEVE THAT A CATALOG SHOW IS
MORE EFFECTIVE AS A MEANS OF PROMOTING INDUSTRIAL
EQUIPMENT THAN OF PROMOTING BUSINESS AND OFFICE EQUIPMENT.
CHAMBERS

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